Introduction

Context

This logo was designed for a WordPress agency specialized in building websites using the Kadence WP ecosystem. The agency focuses on creating high-performance, flexible, and scalable websites by leveraging block-based design and modern WordPress tools.

Needs

The logo needed to reflect structure, efficiency, and technical mastery. It had to communicate expertise in WordPress and Kadence WP, while conveying a sense of reliability and modernity. The identity also needed to integrate seamlessly into digital environments, from websites and dashboards to marketing and documentation.

Visual

Big

Favicon

Little

Long

Colors

Mauve
#D2A5FF

Bright Snow
#F8F8F6

Ultrasonic Blue
#5921CF

Shadow Grey
#272727

Typography

Clash Display

Clash Grotesk Display is a family of sans serif fonts for use in large sizes. While the design of the family is generally neo-grotesk in style, one feature immediately sets them apart: The letterforms have very small 'apertures'